

Laura Davis

Farmer - Long Life Farm, Hopkinton, MA

laura@longlifefarm.com

Summary

Launched agricultural business growing organic vegetables for direct consumers in Feb 2011. Approved for Organic Certification Baystate Organic Certifiers, March 2013. Trained at Many Hands Organic Farm, Tufts New Entry Sustainable Farming Project, UMASS Extension Green School Sustainable Vegetable Farming, NOFA/Mass Seminars and Workshops. Working part time for NOFA/Mass assisting farmers with the process of organic certification and soil building consultation. Also working as an Independent Organic Inspector for Baystate Organic Certifiers.

Distinguished corporate career as an executive leader known for penetrating new markets, producing double-digit growth and increasing market share and profitability. Demonstrated expertise in 510(k) and pre-market approval medical device development, marketing, operations, sales and profitable leadership of leading-edge surgical and medical companies. Top record of performance in general business, sales and marketing management. Able to produce exceptional results by inspiring team to exceed corporate objectives.

Specialties: Acquisitions, Divestitures and Integrations, Distribution and Direct Channel Management, Sales Cycle Management, Business Planning, Sales and Production Forecasting, Global Product Launch, Strategic Planning, Portfolio Lifecycle Management, Restructuring, Start-Up, P&L, Operations Management, Process Improvement, Supplier Management, Team Leadership and Motivation, Sales Training, People Development

Experience

Organic Inspector at Independent

November 2015 - Present (1 year 5 months)

After completing IOIA crops training in November 2015, I am currently working as an Independent Inspector for Baystate Organic Certifiers.

Organic Certification Assistance Coordinator at NOFA/Mass (Northeast Organic Farming Association)

September 2014 - Present (2 years 7 months)

Consult farmers and food operations on organic certification process.

Farmer at Long Life Farm

February 2011 - Present (6 years 2 months)

Long Life Farm strives to grow nutrient dense food that bursts with flavor by utilizing organic and mineral balanced farming techniques. Long Life Farm symbolizes a longer healthier life for the land, the farmer,

their family and the community. We grow certified organic food for 85 families and sell our produce at the Ashland Farmers Market and Hopkinton Farmers Market.

VP Sales and Marketing, BioSurgery and Sports at Covidien

April 2009 - July 2010 (1 year 4 months)

Sales and marketing management of Sports and BioSurgery, US Region for Covidien, based in Bedford, MA. Expanded sellers from 150 to 350 and launched new pre-market approval DuraSeal sealant to spine surgeons in US. Grew sales by 16% over prior year.

VP Global Sales and Marketing BioSurgery at Covidien

January 2008 - March 2009 (1 year 3 months)

Built BioSurgery go to market strategy for Europe. Implemented through European Marketing and Sales organization. Grew sales globally by 16% in 2008 and 18% in 2009. Expanded distribution agreements to India, Brazil, Chile and Puerto Rico. Sports Surgery products added to responsibility in September 2008.

VP and General Manager, Biosurgery at Tyco Healthcare

September 2006 - December 2007 (1 year 4 months)

Managed integration of acquired start-up into corporation, served as General Manager leading product development, clinical studies, regulatory, operations, manufacturing, sales and marketing of a pre-market approval device. Grew sales 28% year after acquisition.

VP International Business Development at Tyco Healthcare

February 2001 - August 2006 (5 years 7 months)

Led planning of acquisition strategy for International division. Coordinated financial justification, proforma, senior executive approval, due diligence teams for five acquisitions. Lead commercial negotiator with sellers for contracts of sale and distribution agreements. Outlined integration plans for newly acquired companies. Developed offering memorandums, established buyer targets, administered process for three divestitures. Wrote and published International Business Development policies and procedures for Acquisitions, Divestitures, Third Party Finished Products, Licensing, and Distribution Agreements. Served as International Trade Compliance Officer, overseeing training on foreign corrupt practices, international trade policies and processes to insure compliance with US laws.

VP International Marketing at Tyco Healthcare

January 1999 - January 2001 (2 years 1 month)

Tasked with starting an International Marketing group for Tyco Healthcare, integrating two newly acquired medical/surgical businesses throughout the world. Led geographic expansion of product portfolio from \$350M International business to \$1.3B.

Director International Marketing at Tyco Healthcare

February 1998 - December 1998 (11 months)

After acquisition by Tyco Healthcare, Kendall products and marketing staff were added to responsibility. Oversaw integration of US Surgical into Tyco Healthcare and International Marketing structure. Responsible for International Marketing for Valleylab, US Surgical, Sherwood-Davis & Geck and Kendall product families. Supervised consolidation of 12,000 suture codes to 5,000.

Director International Marketing at Sherwood - Davis & Geck

March 1996 - February 1998 (2 years)

Managed \$177M International Wound Closure and Medical Business. Led development and licensing of three major new product launches. S-D&G was acquired by Tyco Healthcare in February 1998.

Area Sales Director, Central Area at Davis & Geck

March 1993 - March 1996 (3 years 1 month)

Managed 4 Regional Sales Managers, responsible for 35 sales representatives. Awarded Gold Cup for best Area Sales increase and marginal income improvement in 1994. Signed company's first capitated agreement and Integrated Healthcare Network. AHP acquired American Cyanamid, parent of D&G and merged Sherwood with D&G in March 1996.

Global Product Manager, Davis & Geck Endosurgery at Davis & Geck

1990 - 1993 (3 years)

Developed and implemented global marketing plans and objectives for surgical devices. Appointed to lead three endoscopic device development projects reporting to VP staff.

Certifications

Certificate of Organic Production

Baystate Organic Certifiers License 13087 April 2013

Organic Crop Inspection Training

IOIA/IOA November 2015

Volunteer Experience

President and Organizer at Hopkinton Harvest, Inc - Hopkinton Farmers Market Association

January 2013 - Present

Board Member and Treasurer at Northeast Organic Farming Association, Massachusetts Chapter

November 2011 - November 2016

Our Mission:

Through education and advocacy NOFA/Mass promotes organic agriculture to expand the production and availability of nutritious food from living soil for the health of individuals, communities and the planet.

Our Vision:

NOFA/Mass envisions a commonwealth of people working together to create healthy landscapes that feed our communities and restore our environment.

Board Member and President of the Board of Directors at Northeast Organic Farming Association, Massachusetts Chapter

December 2016 - Present

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Board Member at Hopkinton Scout Leaders Association

January 2015 - Present

The purpose of the Organization is to support and enhance scouting programs in the Town of Hopkinton.

Languages

German

(Elementary proficiency)

Mandarin

(Elementary proficiency)

Skills & Expertise

Organic Farming

Start-ups

Global Marketing

Strategic Planning

Business Planning

Selling Skills

Operations Management

Process Improvement

Income Statement

Restructuring

People Development

Acquisitions

Supply Management

Medical Devices

Market Development

Product Development

Sales Cycle Management
Commercialization
Sales Management
Product Marketing
Product Launch
P&L
Management
Marketing Strategy
Manufacturing
Sales
Cross-functional Team Leadership
Forecasting
Strategy
Healthcare

Education

Lake Forest College

BA, Liberal Arts, Major: International Relations and German, 1978 - 1982

New Entry Sustainable Farming Project

Sustainable Farming, 2011 - 2012

Central Massachusetts Chinese Language School

Mandarin, 2007 - 2012

University of Vienna

International Studies Program, 1980 - 1981

DePaul University - Charles H. Kellstadt Graduate School of Business

Courses in Accounting, Statistics, Business Law and Calculus

Interests

Organic Vegetable Gardening, Nutrient Dense Food, Small Farm Business

Organizations

Northeast Organic Farming Association

Board Member, Treasurer, Certification Assistance Coordinator

November 2011 to Present

Laura Davis

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2 person has recommended Laura

"Laura Davis has excellent leadership and interpersonal skills, and is a very effective negotiator and project manager. She is very bright, reliable, trustworthy, a good listener, and knows when to take the initiative on a transaction or project. She is always professional and personable, and especially so when the pressure is on. Laura has excellent business instincts and makes sound judgments. Laura is very entrepreneurial and I would highly recommend her to potential investors in any project that she would be leading."

— **Michael Conlee**, was a consultant or contractor to Laura at Tyco Healthcare

"The best thing is that Laura & I competed against each other when she was at US Surgical/ Covidian as well. I can attest to the fact that Laura is hard working, trust worthy & is an effective leader for any company. I & my company St. Patrick Medical, Inc. company would work with Laura any time. She would be a great asset to add to any organization. Charles Cresine President St.Patrick Medical, Inc. Ashburn, VA www.st.patrickmedical@com"

— **Charles Cresine**, studied with Laura at Lake Forest College

[Contact Laura on LinkedIn](#)